



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

#4/B  
2/14/04

In re the application of: )  
Marks et. al. ) Examiner: Alain L. Bashore  
Serial No. 09/852,809 )  
Filed May 11, 2001 ) Art Unit: 3624  
For: Bidding Method for )  
Internet/Wireless Advertising )  
and Priority Ranking in )  
Search Results )

RESPONSE TO OFFICE ACTION

**RECEIVED**  
MAR 5 - 2004  
**GROUP 3600**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper responds to the Office Action mailed October 8, 2003. Please amend the Claims and consider the following remarks in connection with the above identified pending application.